



ESL 2009 Brand Paper

v3

Turtle Entertainment GmbH

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A. Enhanced Design



B. Masterbrand



full tone



enhanced

on white



C. Leagues



full tone



enhanced

on white



D. Brand Elements

Elements



Masterbrand

ESL

Type

or



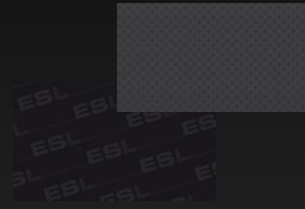
League

ESL PRO SERIES

Type



Emotions,
gaming related



Pattern / Texture



Main GFX



Product / Website

www.esl.eu

URL

Required

ESL

+



ESL PRO SERIES

+



E. (Incomplete) Brand Structure



Enter eSports
& Training

Daily eSports
You & Friends

blue

Open, freedom, easy, information,
non-threatening, order, sharing, depth,
credibility, longterm, free, learning

EAS

Runner Ups
New talents



eSport stars
Athletic performance

red

Willpower, leadership,
courage, energy,
power, fast action,
confidence, heat,
attention



eSport icons
Global Competition

black

Power, elegance,
mystery, style,
high quality, dignity,
strength of character,
dramatic, prestige

E. Brand Structure



EAS



EMS

Schul-
meisterschaft

DLM

ENC

WC3L



F. Brand Communication

The screenshot displays the ESL Europe website for Germany. At the top, there is a navigation bar with links for 'Mein Profil', 'Meine Teams', 'Meine Nachrichten (0)', 'Offene Matches (0)', and 'Meine Freunde (0)'. On the right, there are buttons for 'Einstellungen' and 'Ausloggen'. Below this is a search bar with the text 'ESL Europe > Germany > Home' and a search icon.

The main header features the ESL logo with the tagline 'The League That Matters' and the German flag. To the right, it says 'powered by intel Core i7'. Below the header is a secondary navigation bar with categories: 'Home', 'Meine Spiele', 'Neue Spiele', 'Action', 'Strategie', 'Sport', 'RPG', 'Sim & Racing', and 'Fun'.

The main content area is divided into several sections:

- Welcome**: Includes tabs for 'Play!', 'News', 'Forum', 'Events & TV', and 'Gamecharts'. On the right, there are links for 'Features', 'Shop', 'Premium', and 'Support'.
- Empfehlung des Tages**: A section for daily recommendations, currently empty.
- Top News**: A list of news items with their respective counts:
 - Germany: **Co-Moderatoren in Bremen: Dölger-Brüder und zorn** (1)
 - Battlefield Heroes: **Willkommen im Victory Village** (44)
 - ESL Pro Series: **Skandinavien erhält eigene ESL Pro Series** (141)
 - ESL Olympiade: **Die spannende Endphase *update*** (34)
 - ESL Pro Series: **MuKuH und hossa über hoorais Ziele in Bremen** (26)
 - Far Cry - The Movie: **Far Cry bald in den Kinos** (392)
 - Guild Wars: **Auf in den zweiten Spieltag der EMS Season III** (0)
 - Team Fortress 2: **Arena Offensive - neue Cups und neue Ladder!** (3)
 - ESL Pro Series: **Spieltag #5 - miou vs; Hasuobs** (6)
 - ESL Pro Series: **Spieltag #05.2 - Der Donnerstag wird pralle!** (10)
 - Counter-Strike: **Die besten Allrounder** (8)
 - Counter-Strike: Source: **ESL Olympiade: Die Siegerehrung CS:S 2on2** (14)
 - TracMania Nations Forever: **Competition Mappack released!** (4)
 - ICQ Games: **Teams Liga: Und weiter gehts** (14)
 - C&C3: **Tiberium Wars: EPS Spieltag 4** (4)
 - Die Stars der ESL Pro Series bei TV Total (343)
 - World in Conflict: **Willkommen auf Arizona und Valley** (6)
 - ESL Radio sucht Warcraft-3-Caster (38)
 - Die Partien der Intel Extreme Masters QR2 (11)
- Partner**: A section for sponsors, including Intel (Headsponsor), ASUS (Mainsponsor), and bitdefender.
- Public Gameserver - protected by ESL**: A text block stating 'Wir testen und basteln derzeit an einem System, um Public Server zu "schützen".' with a 'weiter' link.
- Der ESL DotA Guide**: A text block stating 'Wir helfen dir bei deinen ersten Schritten in der erfolgreichen Mod zu Warcraft 3. Steig ein in den DotA-eSport!' with a 'weiter' link.
- Match of the day**: A section for the day's match, featuring 'n/faculty' vs. 'CAMEL' in the 'ICQ Games Pool Teams Liga Saison IV' with a count of 61.

Note: draft

F. Brand Communication



The poster features a large, stylized 'ESL PRO SERIES' logo on the left, with a red and white diagonal stripe. In the center, a group of esports players is shown celebrating with their arms raised. The background is a light gray gradient.

Intel® Friday Night Game
organized by **Electronic Sports League**

COUNTER-STRIKE 1.6 · WARCRAFT 3 · FIFA 09 · CS:SOURCE
20.03. - 14.06.09

eSports der Extraklasse
ESL PRO SERIES
SEASON 14

TOURDATEN:

MÜNCHEN	20.03.09	MÜNCHENTONHALLE
STUTT GART	27.03.09	STUTT GART LIEDERHALLE
BERLIN	03.04.09	BERLIN POSTBAHNHOF
OFFENBACH	17.04.09	OFFENBACH STADTHALLE
KÖLN	24.04.09	KÖLN TANZBRUNNEN
HAMBURG	08.05.09	HAMBURG COCH
BOCHUM	15.05.09	BOCHUM RUHRCONGRESS
OB ERHAUSEN	22.05.09	OB ERHAUSEN LUISE-ALBERTZ-HALLE
NÜRNBERG	29.05.09	NÜRNBERG MEISTERSINGERHALLE
EPS FINALS	12. BIS 14. JUNI	KÖLN EXPO 21

www.esl.eu/eps

SPONSORS

intel SENNHEISER defender ASUS

Note: draft

F. Brand Communication



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ESL PRO SERIES
SEASON 14

ESL
PRO SERIES

SPONSORS

intel ASUS bitdefender SENNHEISER

The poster features three individuals: a man on the left with headphones around his neck, a man in the center wearing a black t-shirt with 'I ♥ NY' and headphones, and a woman on the right with headphones around her neck. They are standing in front of a large, stylized 'ESL PRO SERIES' logo that has a red and white diagonal stripe design. The background is a light gray with vertical red and white stripes.

Note: draft

Contact



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